



94-05-02

Attorney Docket No. 12984US02

0300

**UNITED STATES PATENT AND TRADEMARK OFFICE**  
(Attorney Docket No. 12984US02)

In the Application of:

**Roberts, et al.**

Serial No. **09/990,731**

Filed: **November 13, 2001**

For: **Ethernet Digital Storage  
(EDS) Card and  
Satellite Transmission  
System Including  
Faxing Capability**

Examiner:

Group Art Unit:

EL 929179733 US

EXPRESS MAIL NO.

April 4, 2002

DATE:

**PRELIMINARY AMENDMENT**

Asst. Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

Prior to examination of the present application, please enter the following Preliminary Amendment.

**IN THE SPECIFICATION**

Please amend the following paragraphs in the Background section of the Specification, beginning with the first full paragraph on page 6 and running to the end of the background section on page 7.

“The applicants recognized that the localization of advertisements or “spots” required a great deal of duplication of effort and expense. Additionally, the applicants recognized that performing the ad buys locally deprives the nationwide radio networks of advertising revenues which the nationwide networks could achieve more efficiency and

in a broader scale. That is, the nationwide network may develop a single advertisement and provide a regionalized advertisement to the local networks.

The applicants recognized that the development of a cost effective system for providing regionalized advertisements would be very commercially valuable to nationwide advertisers in order to reduce their total advertising expenses and to nationwide networks to provide access to business opportunities typically reserved for regional agencies.

For example, spot localization and distribution is extremely cumbersome in prior art systems. Often prior art systems require audio tapes to be generated at a centralized location and then physically mailed to a local broadcaster, which is costly, labor intensive and not time effective. The applicants recognized that the development of a distribution system providing reliable, fast and efficient delivery of content as well as increased automation capability throughout the system may be of great use in data delivery enterprises such as nation ad campaign distribution and may lead to industry growth and increased profitability. For example, increased automation, ease of use and speed of distribution of a national ad campaign to a number of local broadcasters may allow increased broadcast advertising and may draw major advertising expenditures into national broadcasting advertising campaigns.

Additionally, the applicants also recognized that an advertisement distribution system providing additional functionality would also be highly desirable, particularly in the radio, TV and internet distribution industries. For example, the distribution system may be used to distribute data other than advertising data, such as fax data. By distributing data via a dedicated, internally controlled network, a user may achieve several benefits such as reduced communication fees and better control and tracking of data passing over the network. Furthermore, such an advertisement distribution system may be expandable to form a "mini-telco" or mini-telecommunications company providing many services to the users.

Additionally, the applicants further recognized that such an advertising distribution system which is more easily accessible by a user and may be interacted-with to a great degree would also be highly desirable. For example, the ability of the system

to provide access via a web browser to advertising content and configuration parameters of the system may also be highly desirable.

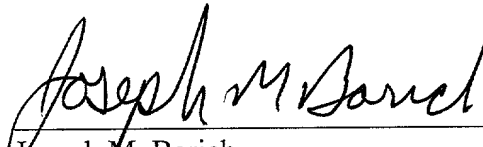
**REMARKS**

The Background of the specification has been amended to recite "the applicants" in place of "Starguide", the corporate assignee.

The Applicants look forward to working with the Examiner to resolve the remaining issues in the case. If the Examiner has any questions or the Applicants' attorney can be of any assistance, the Examiner is invited to contact the Applicants' attorney at the number below. The Commissioner is authorized to charge any necessary fees or credit any overpayment to the Deposit Account of McAndrews, Held & Malloy, Account No. 13-0017.

Respectfully submitted,

Dated: April 4, 2002

  
Joseph M. Barich  
Reg. No. 42,291

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## ATTACHMENT FOR SPECIFICATION AMENDMENTS

U.S. Serial No.: 09/990,731; Filed: November 13, 2001

### IN THE SPECIFICATION

Please amend the following paragraphs in the Background section of the Specification, beginning with the first full paragraph on page 6 and running to the end of the background section on page 7.

“[Starguide] The applicants recognized that the localization of advertisements or “spots” required a great deal of duplication of effort and expense. Additionally, [Starguide] the applicants recognized that performing the ad buys locally deprives the nationwide radio networks of advertising revenues which the nationwide networks could achieve more efficiency and in a broader scale. That is, the nationwide network may develop a single advertisement and provide a regionalized advertisement to the local networks.

[Starguide] The applicants recognized that the development of a cost effective system for providing regionalized advertisements would be very commercially valuable to nationwide advertisers in order to reduce their total advertising expenses and to nationwide networks to provide access to business opportunities typically reserved for regional agencies.

For example, spot localization and distribution is extremely cumbersome in prior art systems. Often prior art systems require audio tapes to be generated at a centralized location and then physically mailed to a local broadcaster, which is costly, labor intensive and not time effective. [Starguide] The applicants recognized that the development of a distribution system providing reliable, fast and efficient delivery of content as well as increased automation capability throughout the system may be of great use in data delivery enterprises such as nation ad campaign distribution and may lead to industry growth and increased profitability. For example, increased automation, ease of use and speed of distribution of a national ad campaign to a number of local broadcasters may

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